

How to Target the Latino Market



Daniel Padilla

Director of Latino Banking

2007

Population Summary

- 2003: 40 million
Hispanics/Latinos living in
the US (14% of population)
- Growing 4 times faster than
the total population
- 2007: Largest minority group
- High buying power

Latinos in Nebraska

- Over 125,000 in Nebraska
- By 2025, 1 in 3 Nebraskans would be Hispanic
- Hispanics own over 1,400 small businesses in Nebraska
- In 2007 1 out of 10 small businesses in NE is Latino owned

Media Preferences

- On average, Hispanics watch more than 4 hours of Spanish TV a day
- About an hour reading the paper & listening to the radio
- The average Hispanic is exposed to more than 5 hours of Spanish language media per day

Direct Mail

- Possible complexity
 - Translation – Transliteration
 - Cultural differences among Latinos
 - Acculturation & product understanding
- Hispanics only receive about 20 mail pieces per year (compared to the average of 300)
- Hispanic direct mail response rates are typically between 3% to 15%

Unacculturated Hispanics

■ Cultural Loyalist

- Foreign born
- Recent arrival
- Spanish dependant
- Traditional values

■ Cultural Embracer

- Foreign born
- Resident
- Spanish preferred
- Aspirations

Accultured Hispanics

■ Cross Cultured

- US born
- First generation
- Bilingual & bicultural
- Fashioned
- Keep touch with roots

■ Cultural Integrator

- US born
- 2nd or 3rd generation
- English preferred
- Proud to be Latinos
- Influential

Spanish or English

■ Spanish

- 66% of latinos prefer Spanish
- 85% speak Spanish
- Advertising to Latinos in Spanish is more effective
- Only 1/3 speak mostly or only English

■ English

- Generally, Hispanics prefer business related documents written in English (“genuine”)
- US born Latino youth are 46% English dominant, 47 bilingual & only 7% Spanish dominant

Why Nebraska?

- Economic growth & higher rates of employment attracted Latinos to non-traditional states
- Hispanic population growth outpaced non-Hispanic population growth in 80 out of 93 counties

Do you want this market?

- Personnel
- Marketing materials
- Products
- Outreach
- Location
- Cultural Competency

Resources

- www.census.gov
- www.pewhispanic.org
- www.mcdonaldmarketing.com
- Marketing Leadership Council, Oct. 2003
- www.bloomberg.com
- www.cnn.com

Thank you
Daniel Padilla
402-332-0130
Daniel.Padilla@pinnbank.com



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